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which parallel the start of STV broadcasting around 1960, broadcasters competing for channel assignments made a plethora of programming promises which were not fulfilled until many years later, because a large enough audience did not exist at the beginning. Before such audiences were obtained, Telemeter states, TV stations sustained great losses, losing millions of dollars according to published records of the Commission.

37. Also controverted is the argument that free TV supplies in quantity all the types of programs that STV would provide, so that the latter would not provide a beneficial supplement. Zenith and Teco observe that the "types" of which opponents speak are general categories such as "feature films," "sports," "opera," "mass entertainment," and the like. By using such broad categories, they state, it would even be possible to condemn the formation of a fourth free TV network on the grounds that the present networks provide ample amounts of all conceivable "types" of programming that a fourth network might offer. Telemeter says that when opponents speak of feature films as a "type" they ignore such differences as age of the film, quality, and the desires and habits of the public.

38. With regard to the age of the film, Zenith and Teco contend that the opponents belittle the matter of time delay that now exists between theater release and showing of films on conventional TV, implying that the public does not mind waiting three to ten years to see a film on TV after it has been shown in a theater. This, they state, is contrary to the economics of show business and human behavior, for "f/reshness, immediacy and currency have long been essential ingredients in arousing the public's interest in entertainment."

39. In connection with the question of currency, Zenith and Teco say that although opponents mention the recent purchase by CBS and ABC of 112 feature films as examples of the kind of current pictures the networks are showing, they fail to state that many of those pictures will not be shown on free TV until 1970 or 1971, and that many of them have already been shown on STV during the past several years at Hartford. Similarly, Telemeter, in referring to the argument of opponents that the bulk of the films shown on free TV in prime time are "relatively current," mentions a compilation from a list of films in the July 27, 1966, Variety, presented by ABC, which suggests that (exclusive of two movies made originally for free TV) the films to be shown on the networks in prime time in the 1966-67 season had their theater releases anywhere from 1960 to 1965. However, Telemeter calls attention to the fact that the ABC compilation does not include the total list that appeared in Variety, an examination of which shows that more than 60% of the films to be shown are from 4 to 15 years old. Telemeter also states that 40 of the 116 films mentioned in the list were shown at Etobicoke. In addition, Telemeter names twenty-four pictures shown at Hartford since the start of the 1966-67 season (and prior to the date of filing of its reply comments on November 10, 1966) which, it says, probably will not be available to free TV until 1969 to 1971. It points out, too, that many of the films shown at Etobicoke have still not appeared on free TV.